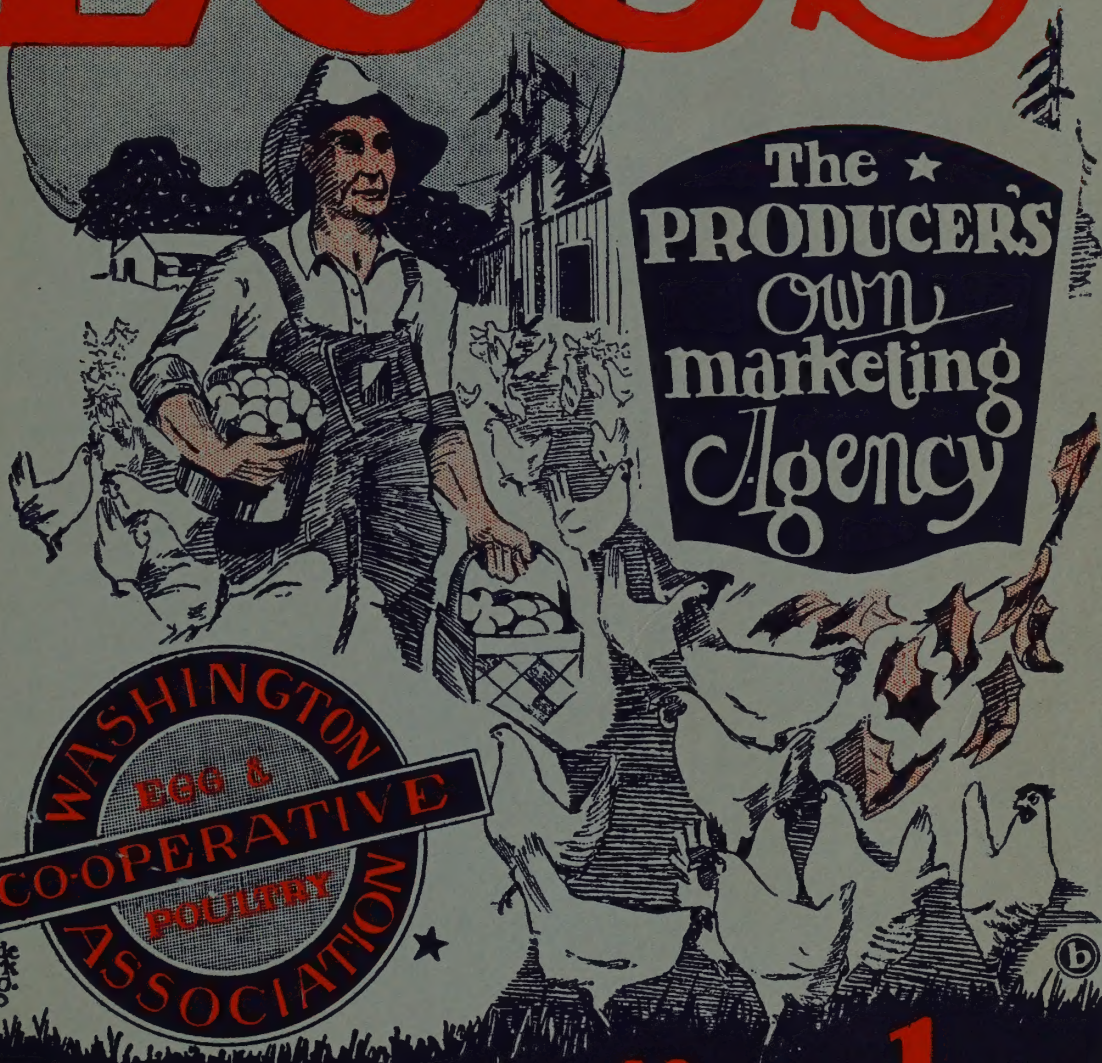
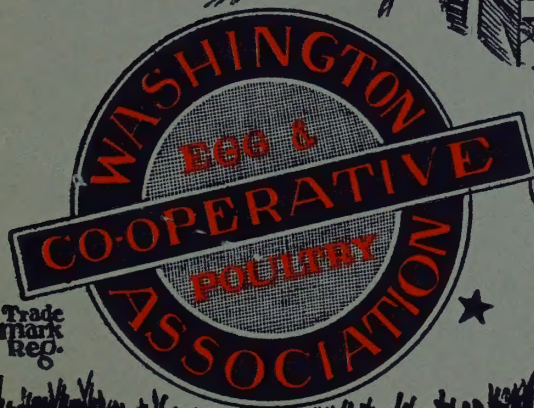


Marketing **EGGS**



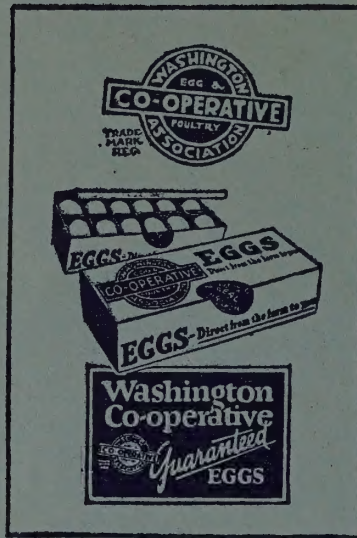
The ★
PRODUCER'S
OWN
marketing
Agency



Trade
Mark
Reg.

®

Co-operatively



Building an Industry
upon
A Solid Foundation

Why the Washington Co-operative Egg and Poultry Association Was Organized



PRIOR to 1917, considerable quantities of eggs were imported from other states to supply the needs of Western Washington territory. However, there were some localities producing more eggs at certain seasons than could be consumed within their respective districts. Consequently, poor marketing conditions prevailed and every producer had to become a peddler of his eggs and poultry, thus creating keen competition with his neighbor producer.

This principle of merchandising was not constructive and, therefore, was tearing down, rather than building up, their industry.

During 1917, approximately one hundred sixty-seven carloads of eggs were shipped into Washington from other states and many large shipments of Oriental eggs were imported from China. A few producers in scattered communities marketed their products collectively, but the first definite plans for organized marketing on a large scale were made at a meeting in Seattle in February, 1917, when one hundred and fifty poultrymen met and formed the Washington Co-operative Egg and Poultry Association. Trustees and officers were elected and the Association began to function two months later.

The success of co-operative marketing of eggs and poultry products, as a result of the efforts on the part of the Washington Co-operative Egg and Poultry Association, is evidenced by the steady, yet phenomenal, growth of this organization during the past nine years. The actual growth in point of sales is illustrated on a chart on page three of this booklet.

Stabilizing the markets and relieving the poultryman of selling details have been a great stimulus in the production of eggs in Western Washington. In addition to this, the ideal climate, soil and the possibility of growing green feed nearly twelve months of the year are conditions exceptionally favorable to the raising of poultry and the production of highest quality eggs—conditions that are unsurpassed in any territory throughout the world.

During the years that this Association has been developing, they have paid strict attention to grading and standardizing, believing that the reputation of the Washington egg is dependent upon standardization of grades and furnishing the customer with an even pack of the very best white eggs which can be produced. Eggs are sold on the best available markets at advantageous prices and the members receive the full price paid for the eggs, less the actual cost of preparing them for market, marketing and transportation.

The Washington Co-operative Egg and Poultry Association now has an active membership of more than 5,500 members, who are regular shippers, and more than 5,500 stockholders. It has a paid up capital of \$285,500 Preferred Stock, \$525,000 Common Stock and a surplus fund of \$276,000, with a total authorized capital of \$2,000,000.00. Receiving stations are located at Seattle, Tacoma, Lynden, Bellingham, Mt. Vernon, Everett, Aberdeen, Winlock. Feed depots are located at Oak Harbor, Alderwood Manor, Elma, Gig Harbor, Centralia. The General Offices of the Association are located at Seattle.

(Continued to page nine)



Back of This Trademark

PRIMARILY the dominating feature and force behind the trade mark of the Washington Co-operative Egg and Poultry Association is the producer himself, for upon him rests the responsibility of producing the high quality standard white egg that has made the trade mark and the State of Washington nationally known as "America's Ideal Poultryland."

Our poultrymen have made exceptional progress in the development of their flocks during the past few years and are succeeding in building their production on a strictly scientific basis, eliminating unnecessary waste and in general placing their plants on a strictly business basis. They



Two Western Washington Queens

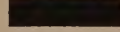
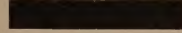
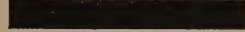
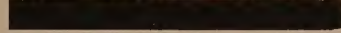
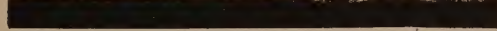
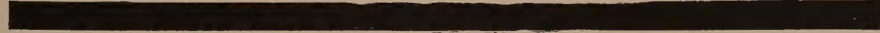
are paying close attention to the care of their stock, the quality of chicks and foundation flocks, with the result that production per hen is increasing each year, which means more revenue with less expense to the producer.

Placing the poultry industry where it is today has been no easy job. There has been nothing here to interest a person who is averse to work or who has a notion that the poultry business is a merry round of pleasure and money making. Our poultrymen make money with their flocks by working hard and using their heads. It is pleasant work, but requires business judgment and energetic, scientific methods.

To keep pace with the efforts of the energetic members of the Washington Co-operative Egg and Poultry Association, the officers and employees of this organization are striving constantly to improve marketing methods and to reach such markets as will bring the highest returns to the poultrymen on the eggs and poultry sold. It is strictly a spirit of co-operation throughout and has in the past and will continue in the future to improve the poultry industry and better conditions on the farm.



S A L E S C H A R T

1917		\$ 214,000.00
1918		\$ 393,000.00
1919		\$ 555,000.00
1920		\$ 1,407,759.95
1921		\$ 2,228,939.20
1922		\$ 3,026,398.11
1923		\$ 4,278,540.45
1924		\$ 6,213,009.71
1925		\$10,969,501.37

**WASHINGTON
COOPERATIVE**
Guaranteed EGGS

The above chart shows the total sales of the Washington Cooperative Egg and Poultry Association each year for nine years. The base lines of the chart indicate the percentage of growth each year and graphically portrays the extent of the development of the industry. This growth is an enviable record among cooperative marketing organizations and demonstrates that the business principles followed by the poultrymen of this state are fundamentally constructive and sound.



Our Policy

Every department of the Washington Cooperative Egg and Poultry Association is designed and laid out to operate along specific lines and each member and department head are working energetically and efficiently to complete their work on schedule time. The Board of Trustees, the executive committees, the executives and department heads, the branch managers and the employees are thoroughly appreciative and in perfect unison with the problems and the results of the Association. In no small measure are the successes of the organization due to this whole-hearted co-operation on the part of both the Association members and their employees.

DIRECTORY

OF THE

WASHINGTON CO-OPERATIVE EGG & POULTRY ASSOCIATION

The Pacific Egg Producers Co-operative, Inc., 178 Duane Street, New York, is the Eastern Sales Agency for this Association.

ASSOCIATION DIRECTORY

OFFICERS

S. D. Sanders	President
George H. Griffith	Vice-President
Frank J. Swayne	Secretary and Treasurer

EXECUTIVE COMMITTEE

S. D. Sanders	George H. Griffith	F. J. Swayne	F. C. McClane
G. E. VanHorn		J. V. Peterson	

DEPARTMENT MANAGERS

S. D. Sanders	General Manager
H. E. Wills	Sales Manager
D. S. McDole	Auditor
H. L. McIntyre	Feed Manager
Ralph Shullenberg	General Utility Man
Geo. H. Brehm	Manager Egg Meats Dept.

BRANCH MANAGERS

Harry J. Beernink	Lynden
H. G. Smith	Bellingham
G. T. Stoddard	Everett
J. M. Scott	Alderwood Manor
W. H. North	Mt. Vernon
R. E. Darling	Tacoma
John C. Lawrence	Winlock
J. L. Molitor	Aberdeen and Elma
Lyle B. Muzzall	Oak Harbor
V. W. Morrow	Seattle
*Ray O. Darling	Centralia
*O. H. Swanson	Gig Harbor

BOARD OF DIRECTORS

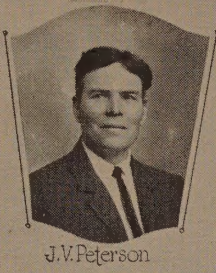
S. D. Sanders	Puyallup
George H. Griffith	Lynden
M. S. Allyn	Lynden
B. S. Hillier	Bellingham
G. E. VanHorn	Marietta
E. W. Womsley	Mt. Vernon
J. V. Peterson	Langley
J. D. McLain	Marysville
F. C. McClaine	Alderwood Manor
George W. Holt	Auburn
Oscar H. Swanson	Gig Harbor
Frank J. Swayne	Centralia
Carl Laakso	Winlock
Clarence Glenn	Montesano
W. A. Linklater	Puyallup

* Since compiling this booklet announcements were made of the appointment of Ray O. Darling, manager Centralia, and O. H. Swanson, manager Gig Harbor Feed Depots.

THE PRODUCER'S OWN MARKETING AGENCY



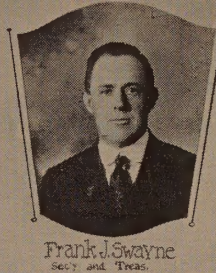
W.A. Linklater



J.V. Peterson



J.D. McLain



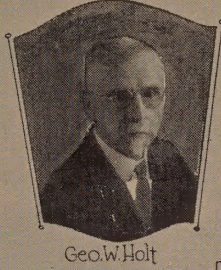
Frank J. Swayne
Sec'y and Treas.



F.C. McClane



M.S. Allen



Geo. W. Holt



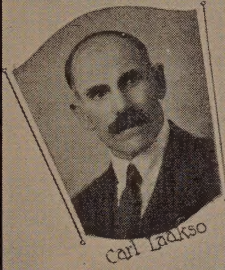
C. Glenn



E.W. Wonsley



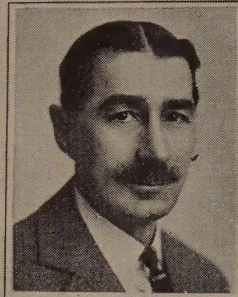
B.S. Hillier



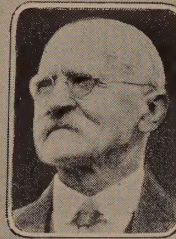
Carl Laakso



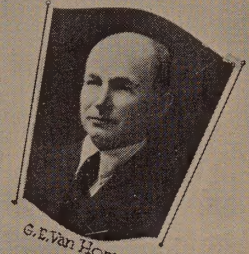
Geo. H. Griffin
Vice Pres.



S.D. SANDERS
PRESIDENT



Oscar H. Swanson



G.E. Van Horn



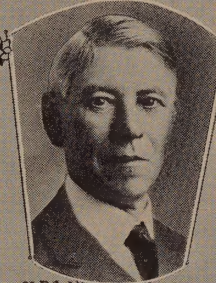
D.S. Mc Dole, Auditor



H.I. McIntyre, Recd. Mgr.



S.D. Sanders, Pres.
and General Mgr.



H.E. Wills, Sales Mgr.



Ralph Shullenberg
Gen. Utility Man



V.W. Morrow
mgr. Seattle



G.H. Brehm
mgr. Iss. Meats Dept.



Miss Lela Wright
Latter Washington



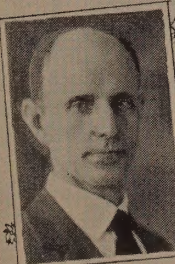
P.A. Brattain
Adm. Mgr. Washington



Lyle B. Muzzall
mgr. Oak Harbor



W.H. North
mgr. Mt. Vernon



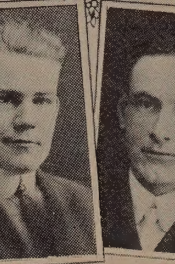
G.T. Stoddard
mgr. Everett



R.E. Darling
mgr. Tacoma



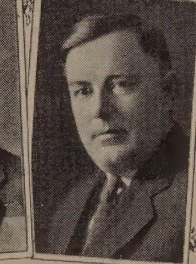
J.C. Lawrence
mgr. Winlock



H.J. Beernink
mgr. Lynden



J.M. Scott
mgr. Alderwood Manor



H.G. Smith
mgr. Bellingham



G.L. Molitor
mgr. Aberdeen

MARKETING EGGS COOPERATIVELY



1. A modern laying house.
2. Standard white eggs of western Washington.
3. One of the association's big International trucks.
4. "Sealing" or "processing" our eggs.
5. Candling.
6. Cartoning.
7. Grading.
8. A strip of film from "America's Ideal Poultryland."
9. A Chicago-Milwaukee egg car bearing our trade-mark.
10. A window display in a local grocery store for our eggs.

What the Association Is and What It Does for Members

THE WASHINGTON CO-OPERATIVE EGG AND POULTRY ASSOCIATION is in the true sense a poultrymen's organization operated by marketing experts and experienced Departmental heads. It pays you for the eggs you produce and gives the buyer honest value. Its prices average the top market the year around. Its earnings come back to the producer in a deferred payment at the end of the year. It is the producer's selling agency and has a market for more eggs than the poultrymen can supply every month in the year. It has established its own selling agency in New York City and markets



Starting the Eggs Into the Sand Blast Machine, where "Dirties" Are Dry Cleaned

direct to the trade in New York, Boston, Springfield, Chicago, Omaha, Minneapolis, Baltimore, Philadelphia, Washington, D. C. and Florida points. It has made a better market for every poultryman because it has put Washington on the map as a state that produces the highest quality white hennery eggs. It markets your poultry as well as your eggs and returns to you all of the profits that are made on it. It offers you the service and resources of over a million dollars to handle your eggs and poultry produce for you. It is the POULTRYMAN'S OWN SELLING ORGANIZATION.

Administration

Any individual or organization producing eggs or poultry may become a member and stockholder of the Association. Each member must sign the Marketing Agreement and agree to deliver to the Association all eggs except hatching eggs and those for home use. The contract period of the Association is five years. The common stock of the Association is transferable only to members of the Association. Each member has only one vote, irrespective of the number of shares he may own. Owners of preferred stock have no vote in directing the affairs of the Association.

The business affairs of the Association are directed by the Board of Trustees, which cannot exceed sixteen, each of whom is an active commercial poultryman or the regular authorized representative of an Association producing eggs and the signer of the Marketing Agreement. The trustees are elected at the annual meeting of stockholders held at Seattle the last Tuesday in January. They are first recommended through primary elections to the annual meeting by the respective districts which they represent and the annual election is in the nature of a ratification of the recommendations for trustees.

Marketing Agreement

The Association agrees to purchase and the Producer agrees to sell and deliver to the Association all of the eggs and poultry produced or acquired by or for him during the term of this contract, that he produces for sale or marketing, in any event, for the price to be secured by the Association as hereinafter mentioned.

The Association agrees to use its best endeavors to resell said eggs and poultry, together with similar products received from other producing members at the best prices obtainable in the Association's judgment; and the producer shall receive in full payment for his eggs and poultry a proportionate share of the proceeds, based upon the ratio which the quantity of his deliveries shall bear to the whole amount of produce of like kind and grade received by the Association, but there shall first be deducted therefrom the cost of transportation, and, on eggs, the cost of cases and fillers furnished by the Association, the cost of any cases used in transferring, the cost of candling, an amount for selling costs and expenses not to exceed two cents per dozen and an amount for advertising or other necessary or unusual expense not to exceed one-fourth cent per dozen, all as determined by the Association in its sole and exclusive discretion; on the poultry in addition to transportation there shall be deducted the actual selling costs as determined by the Association.

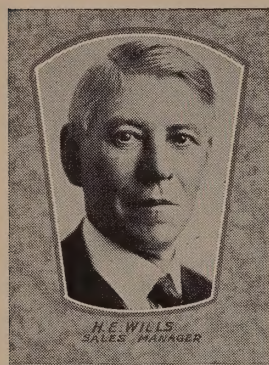
If, at the end of the fiscal year, a surplus is available from the said deductions for selling costs, the Association shall return such surplus to the producers, in proportion to the volume of their respective deliveries, after making appropriate reserves for a dividend on the common stock, which

ADMINISTRATION

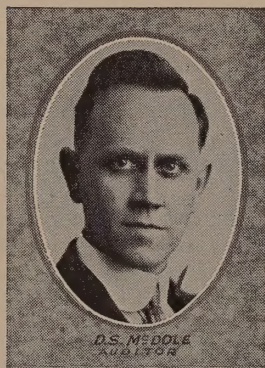
By S. D. SANDERS, President



Mr. Sanders has been President and General Manager of the Association for three years. He is of wide experience in co-operative marketing and a life student of the Poultry industry nationally and at home.



Five years ago Mr. Wills became General Sales Manager of the Association. He is of that rare and conservative school of sales managers that instinctively combine buyer and seller, an inherent conception of merchandising in national and local fields.



Mr. McDole has been responsible for the Association's auditing for five years. In addition to a keen and comprehensive knowledge of this department, he is a source of information, a clearing house of facts for a score of subjects dealing with the affairs of the members and of the organization.

BRINGING the producer and consumer closer together and creating a common knowledge and spirit of co-operation between these two important factors of merchandising, are some of the things we are endeavoring to accomplish in this organization.

Definite methods of grading and classifying our eggs; and ideal climatic conditions of Western Washington territory, wherein it is possible to grow green feed practically twelve months out of the year, enable us to offer the very best eggs obtainable. These reasons, together with the co-operation of every employee in the organization, are building our industry upon a solid foundation and, under such conditions and policies, future success should be assured.

The achievements of this organization are due to many reasons, most important of which are: Whole-hearted co-operation received from members of this Association; scientific and systematic methods of production prevailing with our poultrymen; and a spirit of good will which prevails with all.

The Sales Department

By H. E. WILLS, Sales Manager

THE development of the poultry industry of the Pacific Coast has been accomplished by co-operation. In other words, the advancement made has been primarily due to the application of science to the industry, the principle of which is group production and collective selling. Group production of eggs, by uniform, standard methods, feeding, housing and care of the flocks, all of which is necessary to produce eggs of uniform quality. This essential part of the industry must be acquired by experience and education.

Every business enterprise, to be successful, must be founded on efficiency and good will. To gain this end, the business ethics of a firm or corporation must be beyond reproach, fairness, honesty and integrity maintained.

The selling agency of the Washington Co-operative Egg and Poultry Association has been built on these essential lines, which has enabled your sales organization to expand sufficiently to meet the demand of the enormous growth of the poultry industry of the Pacific Northwest, and it always has been able to return to the producer over the yearly period more money than any other method of marketing. The reason is very clear and convincing, for under this method of marketing the producer gets the full return for his produce, less actual expense of performing this service for him. As compared to other methods, the producer receives for his net return a sum less the expense of marketing, less the amount earned by the firm or corporation.

The Auditing Department

By D. S. McDOLE, Auditor

CO-OPERATIVE Accounting is intensely interesting since it is distinctly in a field by itself. It comprehends an eventual full distribution on a pro rata patronage basis of all savings, earnings and deferred credits resulting from operation which in the final analysis means the producer receives the total proceeds of the sale of his produce less operating expenses only and on that which he buys from his Association, when his deferred credits are returned to him, is bought at cost. It is the function of the Accounting Department to faithfully keep the Association records in such a manner as to always have this information readily available to the producers and to see that all distributions are equitably and justly made to the members.



*"Candling" Is an
Important Operation*

dividends shall not exceed eight per cent per annum and of advertising and other commercial purposes, all in the discretion of the Association.

The producer authorizes the Association to deduct from his weekly returns one cent for each dozen of eggs, and one-half cent for each pound of poultry marketed by him during the term of this agreement; and the Association agrees to credit and apply said deductions on the account of the respective producer toward the purchase of additional shares of capital stock of the Association at par, which the producer agrees to purchase; and such additional shares shall be issued and delivered to the respective purchasers semi-annually to the extent and number of shares then fully paid for, the stock so issued to be common stock.

The authorized common stock of the Association when fully subscribed will work on the revolving fund. Under this plan certificates of stock will be retired semi-annually, according to serial number of issue, which insures each poultryman a full return of his capital investment at par as fast as his certificate numbers are reached.

In addition to this, during the last four years poultrymen have received an eight per cent dividend on their Common Stock holdings, which gives it a splendid investment value. Should a poultryman retire from the business at any time, this revolving plan will eventually retire all of his stock at par, and in the meantime he will receive his proportion of whatever dividends may be declared.

Under the revolving stock fund plan, even though the poultryman increases the number of birds, it will not necessarily increase his holdings of stock. As an illustration:

The stock fund began revolving about June 5, 1924. By July 1, there was \$9,204.00 in the revolving fund, which retired all the stock which had been issued during the first four years of the life of the Association; January 1, 1925, \$58,100.00 worth of stock was retired; January 1, 1926, \$84,959.00 worth of stock was retired. The total amount of stock retired on the revolving fund plan during the life of the Association, to date is \$152,759.00. In January, 1926, the authorized Common Stock was increased to One Million Dollars, when this additional authorization is fully subscribed the revolving feature will again operate, or before then should the Association deem sufficient Common Stock has been paid in.

Why the Association Was Organized

(Continued from page one)

ASSOCIATION FEED DEPOTS

Feed Depots are established primarily for the distribution of feed to members; secondarily, as district egg assembling depots from which eggs are transmitted by heavy trucks to the regular candling stations.

Feed is sold at these depots on the basis of wholesale cost plus freight from the mill to the depot, plus a nominal addition for retailing expense, thus resulting in a considerable saving to the members living contiguous to the Feed Depot over the cost of having feed from the closest Egg Station brought to them by truck.

Hauling costs are reduced by establishing Feed Depots at egg assembling points since large trucks can be supplied with capacity loads from the Depot to the Egg Station, thus reducing the per case transportation charge.

Feed Depots are popular in those districts remotely located from Egg Stations.

The complete objects and purposes of the Association are set forth in the Articles of Incorporation, copy of which may be secured upon application.

It is the object of this booklet to properly convey the activities of the Washington Co-operative Egg and Poultry Association in its various departments, so that the reader, whether or not he is a member of the Washington Co-operative Egg and Poultry Association, will have a better idea of and be more fully acquainted with the workings of the Association in all its details.

Any further information, not covered in this booklet, will be gladly given upon application to any officer or member of the Association at any time.

The Feed Department

By H. L. McINTYRE, Manager



Mr. McIntyre, as head of the Feed Department for the past three years, has rendered a vital and sincere service to the Association. His knowledge and experience in grain markets have made possible a real earning power and a saving to members in the "cost per hen."

GOOD Feeds are essential to the success of the poultry industry. Realizing this, the Association has established and incorporated a feeding department of its own through the agency of which it insures a steady supply of pure feeds to the membership. We cannot overlook the fact that the quality of the feed will be reflected in the character of the egg. As our standard of feeds therefore, improves so must the egg, and a pure, sweet, wholesome egg will carry further, market more economically and distribute more widely than an inferior egg.

The feed department is organized to serve the member. It is in a position to draw its supplies from original sources, owns and operates its own mills wherein all its feeds are made according to tested and standard formulas, maintains its own distributing stations and depots throughout the field as a convenience for the membership, operates a truck service from practically every station into the country, making it possible to deliver the feeds direct to the member.

The buying is all done under one head. The feed is the same at all stations and is manufactured from the best ingredients obtainable.

Prices are based upon the actual value of the ingredients plus a necessary handling charge to sustain the service. Overcharges or profits as they may be termed, if any, revert back on a pro rata basis to the individual member and are distributed at the close of the year. This makes the Association the actual agent of the member and insures the feed being distributed to him at cost on a wholesale basis. It is a vital and necessary factor in the success and prosperity of the industry.



Miss Wright in her capacity as editor of WASHCOEGG for the past two years, is conducting an important department of the Association. Her training and natural ability are particularly well adapted to her present work in assimilating the news and events of the Association and in creating helpful news material for each member reader.

WASHCOEGG

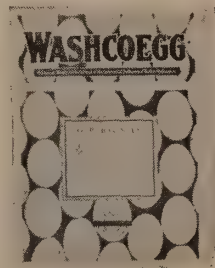
THE ASSOCIATION'S OFFICIAL PUBLICATION

By L. R. WRIGHT, Editor

WASHCOEGG as the official publication of the Association is the Association's mouthpiece. This publication serves as a connecting link between the management and membership and has become a necessary part of the organization. Through its columns information pertaining to the activities and progress of the Association is distributed to the members. The weekly messages contained therein help weld together the many units comprising the organization.

It is the intention of this paper to create the influence of co-operation and the co-operative spirit and link up with the organization the people who patronize us and with whom we come in contact.

As an advertising medium WASHCOEGG is able to render a service to the membership. Advertising has become a tremendous factor in modern business for through it the buying public are kept informed of ever changing business trends and products. WASHCOEGG has 100 per cent reader interest for it conveys to the member the Association information that is essential in everyday business life of the poultryman and woman. It is an advertising medium of importance, worthy of consideration.



Cost of Membership

THE producer by execution of the contract agrees to purchase and to pay for the same within a period of thirty days, capital stock of the Association at its par value equal in amount to 2c per hen owned by him, and in no case will the initial payment made under the contract be less than an amount equal to \$5.00.

The agreement shall continue in full force and effect for a period of five years. It provides, however, the producer may by written notice sent by registered mail to the Association between October 1st and October 15th of any year terminate the agreement as to such producer, as of December 31st of that year.

Standardizing and Grading

THE Association handles and grades all eggs received from members. In this way, each shipper's eggs are individually classified and valued. In the marketing of eggs and poultry, as in the case of any other marketable product, it is of first importance to have established grades. The established grades on the Seattle and other markets of the State compare with established grades in the chief egg markets of the country. When a carload of the Association's best grade of eggs, "Fresh Washington Extras," is offered to buyers in Chicago, New York or any other Eastern market, the well-informed buyer is able to bid intelligently on the product. Without such a recognized standard or grade, this would be impossible.

Western Washington eggs as a class enjoy the advantages in the New York market of the desirable uniformity in selection and packing to a greater extent proportionately than the eggs received from any other section of the country.

Since the Association candles and grades all eggs, and pays the producer for them according to this grading, it is to his, the producer's, distinct advantage to market eggs of the highest possible quality. Stale, dirty and off-grade eggs are immediately detected by the candler and commonly bring 5c to 10c per dozen less than first quality eggs.

The success of this organization, as of every other like organization, depends very largely upon the uniform, good quality of the product marketed and the marketing of high grade eggs depends first of all on their production. The prime egg is produced by a healthy hen, laid in a clean nest and shipped to market fresh and without coming in contact with dirt, heat, moisture or any other agency that will tend to deteriorate its quality.

Grading Rules

WASHINGTON EXTRAS: Must consist of all white, fresh eggs, clean, sound, uniform in size and shape, and reasonably full. Must net to the case 46 lbs. or over, and with egg scale set at 22 oz. to grade each egg, must bring down the scale balance. Cream or off-colored eggs are not allowed in this grade, and all soiled eggs of any kind must be eliminated.

WASHINGTON STANDARDS: (Using the word "Standard" instead of "First.") Must be reasonably clean, fairly uniform in size, color white. May contain cream or off colors, slightly soiled, but no dirties, reasonably full, weighing 45 lbs. net or over to the case.

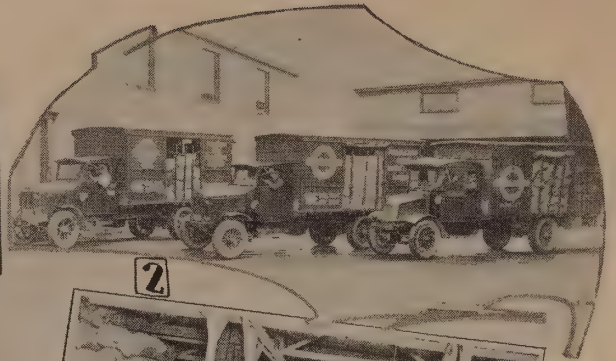
MIXED STANDARDS: Must be clean, fresh, fairly uniform in size and reasonably full. May contain brown eggs, cream eggs, or slightly soiled eggs, weighing 45 lbs. net to the case or over, and with the egg scale set at 22 oz. to grade each egg must bring down the scale balance.

WASHINGTON MEDIUMS: (Using "Mediums" instead of the word "Pullets.") Must be all white, fresh eggs, weighing not less than 37½ lbs. net to the case, and with the egg scale set 19 oz. grade, each egg must bring down the scale balance. Must be clean, free from soiled or stained eggs.

PULLETS: (Mixed Mediums.) Must consist of all fresh eggs, weighing 37½ lbs. net to the case, and with the egg scale set 19 oz. grade, each egg must bring down the scale balance. Browns or off-colors and light dirties may be put in this grade. (Pullet eggs sold to trade as Mixed Mediums.)



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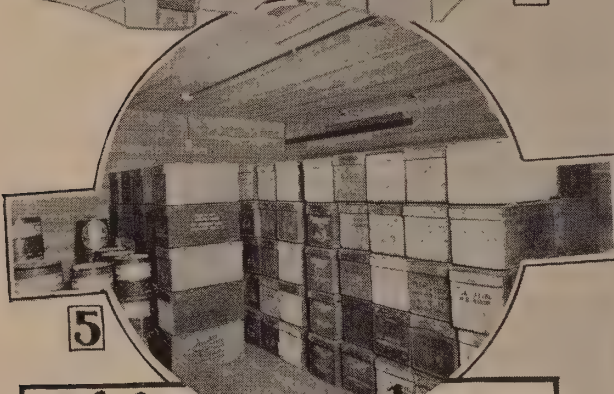
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Everett

1. Exterior view of Everett Receiving Station.
2. Several of the large International trucks operating out of Everett Station.
3. Candling and grading eggs at Everett branch.
4. Close-up of Everett Feed Department and Warehouse.



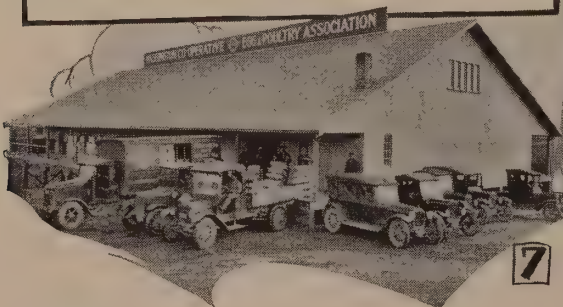
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Alderwood manor

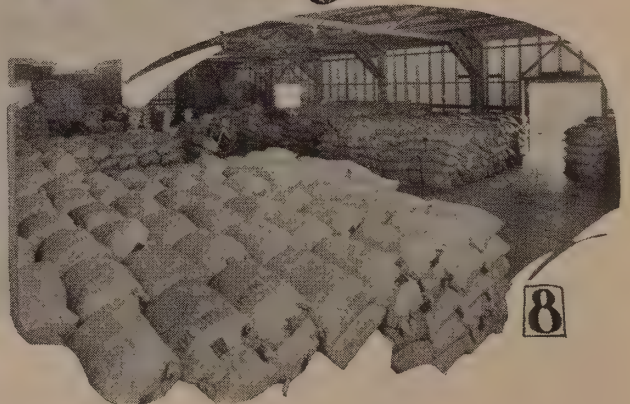
5. Interior of Storage Room.
6. Alderwood Manor Feed Depot and Receiving Station, showing trucks loading and unloading.
7. Another view of the Alderwood Manor plant.
8. Interior of Alderwood Manor Feed Department.



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UNDERSIZED (Pewees.) Must be fresh, PULLETS: reasonably clean, weigh 16 oz. to 19 oz. Real small under size weighing less than 16 oz. will be broken and sold by the pound to the best possible advantage.

DIRTIES: Must be fresh and weigh not less than 45 lbs. to the case. May contain slightly stained eggs and such eggs as are full and sweet but soiled that are eliminated from Standards.

BAKERS OR THIRDS: May contain heavy dirty, smeared, stained, badly shrunk, over-heated eggs, also Chex. Contents must be free from must, mold or rot. Must be merchantable stock as defined by the Pure Food Act.

Marketing Poultry

ON account of the large amount of poultry, both broilers and old stock, now marketed annually in this district, the Association has found it necessary to establish feeding stations at Lynden, Bellingham, Seattle, Tacoma, Winlock and Aberdeen with fully equipped dressing and freezing stations being operated at Lynden, Bellingham, Tacoma and Winlock.

Egg Meats

DURING the Spring and Summer months it is always a problem to market the undergrades and to avoid having them become a drag on the market. Whenever they are offered in too large quantities they have the effect of depressing the selling price of the highest grades, and in previous years these undergrades have been a source of considerable worry.

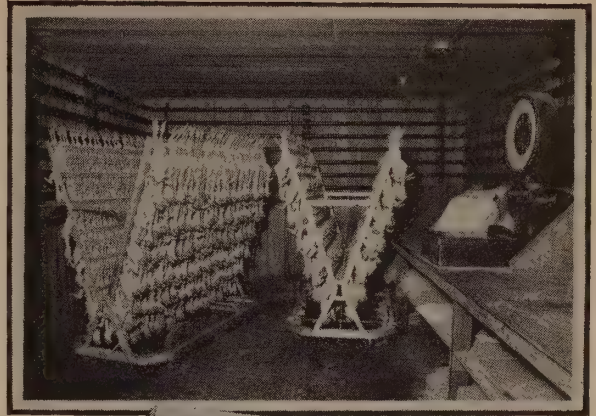
The establishment of the Egg Meats Department has taken these eggs off the market as shell eggs, and thus given a firm tone to the higher grades offered, as there were no cheaper eggs to compete with them.

In this department only pure, wholesome eggs are broken and put into new sanitary cans and delivered to the trade in the form of fresh egg meats. The surplus is frozen and stored for future sales.

Every egg is examined when broken so that nothing will go in to cause the least taint. There is a ready market every month in the year for egg meats, whites or yolks and mixed eggs, especially during the Fall and Winter months when fresh stock is high, to bakers, confectioners and others who thereby get a uniformly high grade product which they use according to measure and are saved the labor of removing from the shell. In such condition these egg meats brings a higher price than if sold in the shell, except in the Fall and Winter when they are sold as fresh stock. Storage holdings of canned egg meats are then extensively drawn on to supply the trade.

Co-operative Feed Buying

THE collective buying of feed through the Association enables the members to greatly lessen their cost of production. With the installation of grinding and mixing machinery, standardization of formulas and the creation of the office of General Feed Buyer all members, who wish to avail themselves, now have equal opportunity of securing the highest possible grade of feeds at a minimum cost at all stations. Transportation of feed to some communities



The picture at the top shows the interior of the poultry freezing room at one of the Cooperative Stations.

Below, box of dry picked fowls, demonstrating manner of packing and shipping poultry through Cooperative Stations.

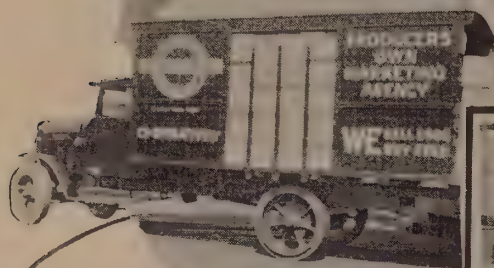
MARKETING EGGS COOPERATIVELY



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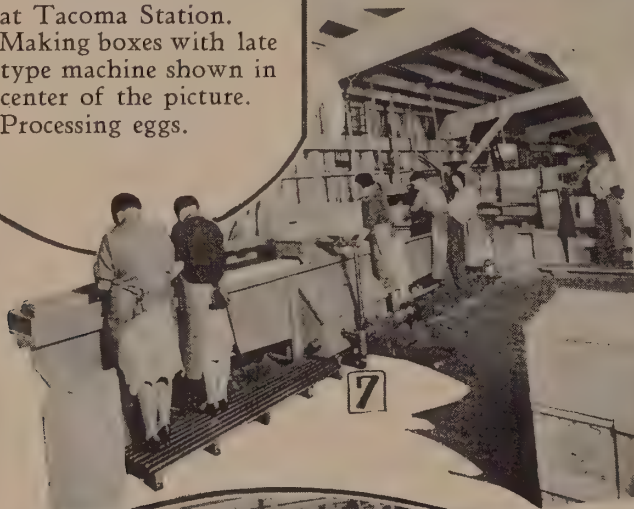


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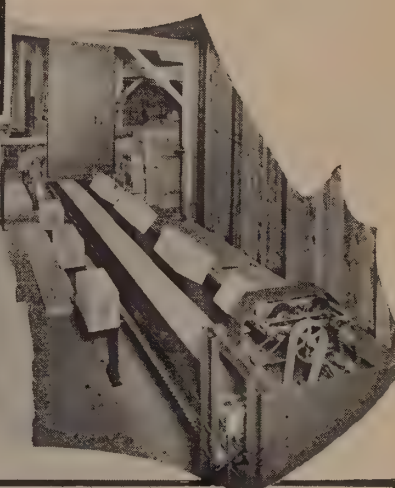


Tacoma

1. Interior, General Offices of Tacoma Station.
2. Feed Department at Tacoma.
3. International truck at Tacoma Station.
4. Making boxes with late type machine shown in center of the picture.
5. Processing eggs.



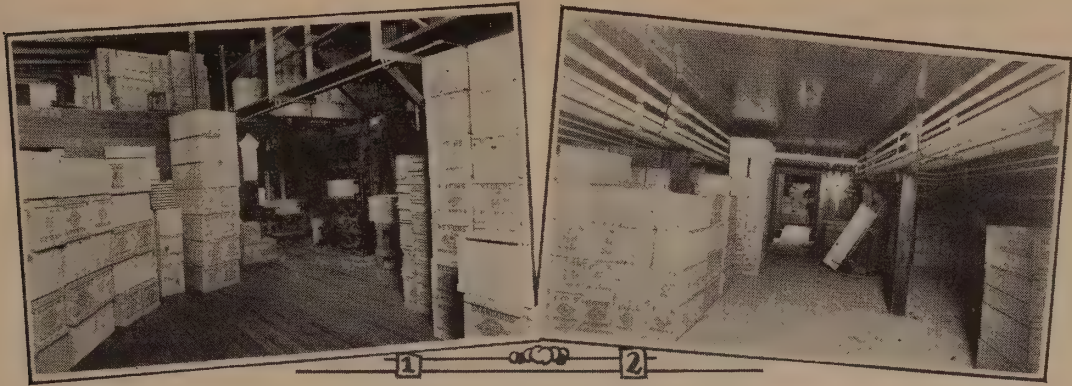
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Seattle

6. A view of the new sand blast machine now in operation at Seattle plant.
7. Processing equipment in Seattle is shown in operation.
8. Interior scene at the Seattle plant, showing egg candlers at work.



1. Interior of egg warehouse, showing egg cases systematically piled.
2. Pre-cooling room where eggs are placed just prior to shipment. Note in extreme background the loading of eggs in refrigerator cars.

is still a problem which is being rapidly overcome by carload shipments of pooled orders and the adoption of motor trucks. Several cents per dozen can be saved on the cost of producing eggs through the use of a better feed at a lower price and such a saving is equivalent to so many cents per dozen profit. Furthermore, whatever gains accrue in the Feed Department after making appropriate reserves, as determined by the Board of Directors, are prorated back to the purchasers of feed as Preferred Stock; such refund being based on the proportion each buyer's purchases bear to the total sales.

Storage and "Sealed" Eggs

THE storage of eggs during the spring months is of equal benefit to producer and consumer. The eggs are taken during a period when production exceeds consumption and held for the later slack production period. The storage trade requires first class standard eggs packed in new cases and fillers. Good grade storage holdings naturally have a tendency to hold up the market price.

"Sealed" eggs, sometimes called "Processed" eggs, are preserved in paraffin oil. They are dipped into a high grade solution of hot Paraffin oil and then cooled at once. The thin wax-like covering completely seals the pores of the shell, thereby preserving it from all outside influences such as air, moisture, etc. These eggs are the best grade when sealed and consequently command a good price later in the year. The original freshness being preserved, the "SEALED" egg is a strictly high quality product.

Determining the Buying Price

AFTER the eggs of members have been candled and graded, they are then marketed wherever they can be sold to the best advantage, some for home consumption and others shipped. Some are sold to retailers, others to wholesalers, more than half are shipped to Eastern markets and large shipments are made to Alaska, Hawaii, Montana, Eastern Washington, Idaho, etc. All grades are sold for local consumption to stores, bakeries, restaurants, etc. The total selling price of all standard eggs sold during the week establishes the value per dozen. In the same way, the value of pullets, dirties and other grades is established. Each producer is paid for the eggs delivered to the Association during that week on the basis of the pool prices thus established, less actual marketing and transportation cost as provided under the Marketing Agreement. Each member is paid the same price for a given grade of eggs. In case eggs are placed in storage payment for those eggs is made to the producer on the basis of the pool average selling price of eggs of like grade during the week of such storing less allowable operating expenses. Eggs shipped to Eastern markets on consignment are settled for on the same basis since these eggs are not sold until after the pool closes. Any gain made on storage eggs is carried in the storage account until the close of the year, when it is transferred to the Deferred Payment account. Likewise whatever gain is made on Eastern shipments is carried into the Shipping Account until the year closes and is then transferred to the Deferred Payment account. After necessary contingencies have been provided for, the Deferred Payment account is prorated among the shipping members according to the proportion their deliveries bear to the total receipts and thus each member receives his proportionate share of this fund as additional compensation for his eggs.



Lynden

1. Lynden Feed Warehouse at Lynden, Washington.
2. Crating Washington Cooperative eggs at the Lynden plant.
3. Feed mill machinery in operation at Lynden.
4. View of Lynden receiving station.
5. Close-up showing three Lynden trucks.

Mt. Vernon

6. Candling eggs at Mt. Vernon.
7. Mt. Vernon Feed Department.
8. Exterior view of modern plant in Mt. Vernon.

P. E. P.

is National Sales Outlet

"PEP" eggs are produced by members of the Pacific Egg Producers Co-operative, Inc., a New York Corporation, handling the sales, (outside the eight Pacific Slope States) of all eggs shipped by the member Associations:

Washington Co-operative Egg and Poultry Association, Bell Street Terminal, Seattle, Washington.

Poultry Producers of Central California, 700 Front Street, San Francisco, California.

Poultry Producers of San Diego, Inc., 22nd Street and Imperial Avenue, San Diego, California.

The directors of Pacific Egg Producers are:

G. C. Keeney, President; General Manager, Poultry Producers of San Diego, Inc.

S. D. Sanders, Vice-President; President and General Manager, Washington Co-operative Egg and Poultry Association.

John Lawler, Secretary; General Manager, Poultry Producers of Central California.

J. J. Bergstedt; Member and President, Poultry Producers of Central California.

H. E. Wills, General Sales Manager, Washington Co-operative Egg and Poultry Association.

Other Officers:

Earl W. Benjamin; General Manager and Treasurer.

Charles E. House; District Sales Manager.

Pacific Egg Producers was organized as a co-partnership in March, 1922, and was incorporated under the laws of New York State in May, 1923. The three member Associations which own and control Pacific Egg Producers were organized during the period 1916 to 1918, and their business has been eminently successful from the time of organization, with sound, gradual growth. The present capitalization of the Washington Association is \$2,000,000. The Poultry Producers of Central California have abolished their capital stock, and are operating under an advance working fund of \$500,000.

The organization of these Pacific Coast Co-operatives was forced by the inadequacy of the existing outlets, and the fact that those existing outlets offered insufficient reward for production of improved qualities, and incentive for improved methods of handling. These Associations began their operations by shipping to independent competitive wholesalers in eastern markets, particularly New York. It was soon discovered that these competitive outlets interfered with each other's operations, and throttled proper development of the trade movement. This led to efforts toward uniting all eastern sales activities, with the present results.

The growth of the Pacific Coast co-operatives and the Pacific Egg Producers Co-operative, Inc., has been accompanied by set-backs, and the slow education of the producers themselves, as well as the sales personnel. Problems have been met as they arose. The growth has not been of a mushroom type, but has been steady, gradual and sound.

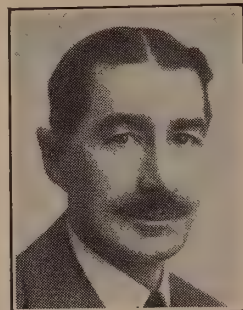
8% New York City's Receipts

Pacific Egg Producers have a present business of about 1,500 carloads, of 500 cases each, annually; a total of nine million dozen. This is an average of about thirty cars weekly, and is an increase from less than twenty cars weekly in 1924. Our increase is continuing, and is due to the prosperous condition of the producers on the Pacific Coast.

In January and February of 1925 over half of all New York City's receipts of fresh eggs from all sources passed through Pacific Egg Pro-



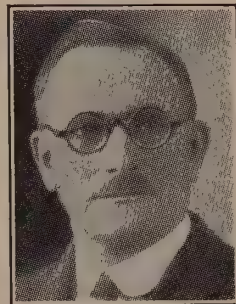
G. C. Keeney



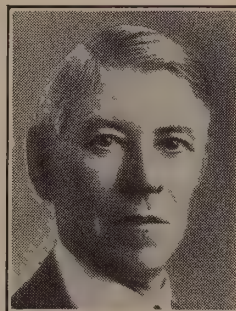
S. D. Sanders



John Lawler



J. J. Bergstedt



H. E. Wills



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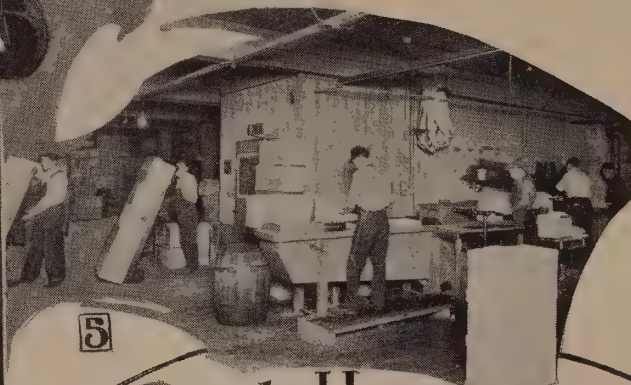
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Bellingham

1. Large feed warehouse at Bellingham station.
2. Bellingham receiving station.
3. Bellingham feed warehouse.
4. One of six of the new type one-ton International trucks now in use by the Association.
5. Processing eggs at Bellingham.



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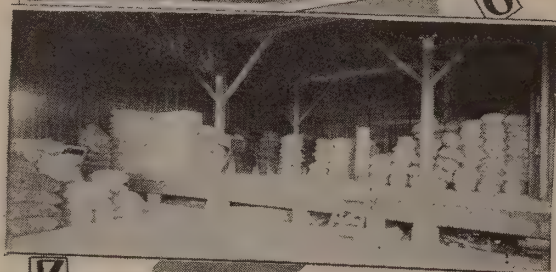
Oak Harbor

6. Feed Depot at Oak Harbor.
7. Interior of the plant at Oak Harbor.
8. Loading and unloading trucks at Oak Harbor Feed Depot.

In addition to supplying feed to the neighboring poultry farms the Oak Harbor Feed Depot is cooperating closely with local poultrymen in the efficient and expedient handling of their eggs.



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ducers. This is a seasonal condition, and is largely accounted for by the fact that our production and shipments, not being interfered with by cold weather, continue heavy right through January and February, when most of the country is affected by storms, limiting their supply of fresh eggs.

PEP supplies New York City with about eight per cent of the city's receipts of all kinds of eggs from all sources. PEP sales constitute about 60 per cent of all New York City's white egg receipts, and about 80 per cent of all New York City's receipts of Pacific Coast eggs.

20% Outlet Other Cities

In addition to this business in New York City, PEP markets about 20 per cent of its supplies outside of New York, in such markets as Boston, Springfield, New Haven, Syracuse, Buffalo, Cleveland, Pittsburgh, Detroit, Chicago, Omaha, Minneapolis, Baltimore, Philadelphia, Washington, D. C., and Florida points.

Eggs Carefully Graded

The grading of PEP eggs, has been standardized to a much greater extent than ordinary packs on the market. One quality only is packed, and this is the finest quality. These are graded into three sizes, large, medium and pullets. The large size is graded into two grades for color, chalk-white shells and cream-tinted shells.

During the spring, when many of the trade are buying our eggs to be placed in cold storage, we process many of them by dipping them into pure mineral oil. This is done on order, or anticipated orders. This method of processing has become known to the public as a means of holding eggs kept in cold storage better than they could be kept if unprocessed. PEP stores eggs for its own account only when the market is unduly depressed, and then these are sold later as cold storage eggs.



Earl W. Benjamin, Sales Manager, Pacific Egg Producers Cooperative, Inc., New York Sales organization of Washington Cooperative Eggs.



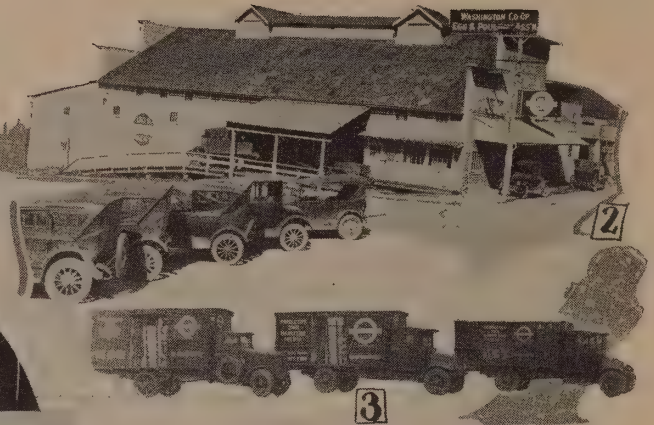
C. E. House, District Sales Manager, Pacific Coast Egg Producers Cooperative, Inc.



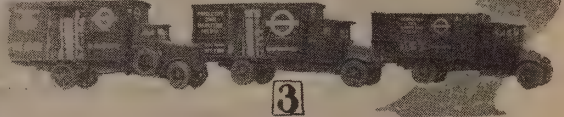
One end of our Auction Sales Room, New York, in which about 250 buyers have congregated at one time, purchasing 5,000 cases of eggs in 245 separate sales, in one hour.



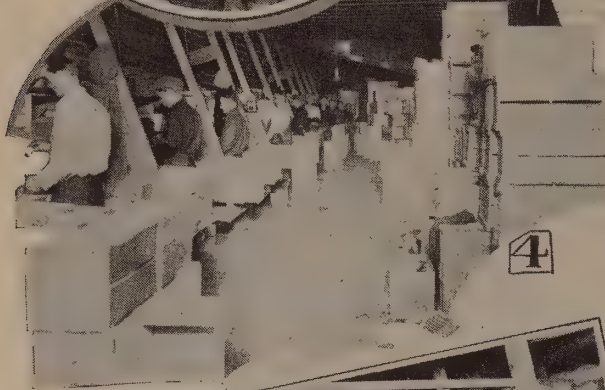
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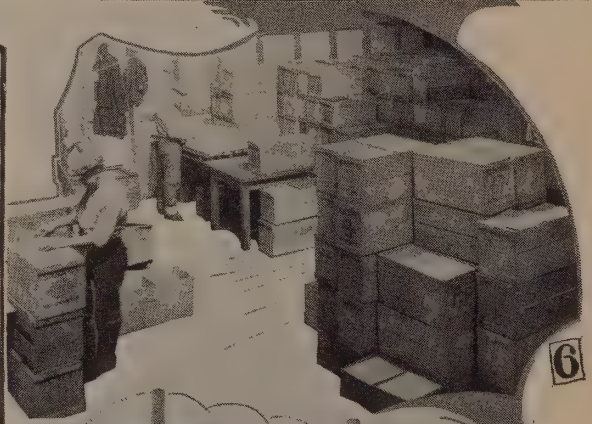
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Winlock

1. Process machine at Winlock Station.
2. Exterior of Winlock Plant.
3. Three International trucks, serving the Winlock district.
4. Grading Department at Winlock Station.
5. Winlock Feed Department.

Aberdeen

6. Crating our eggs ready for shipment at Aberdeen, Washington.
7. Exterior of Aberdeen Station.
8. Aberdeen Station's Feed Department.



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Transportation

A LARGE fleet of trucks is operated by the Washington Co-operative Egg and Poultry Association throughout the entire territory of Western Washington, embracing all of our receiving stations and feed depots. These trucks are routed over definite territories on definite schedules and not only pick up eggs direct from the farm, but deliver feed to the farms on these routes.

Most of the trucks operated by the Association are heavy-duty International trucks of late type, while some one-ton International trucks are in use, together with some other lighter models.

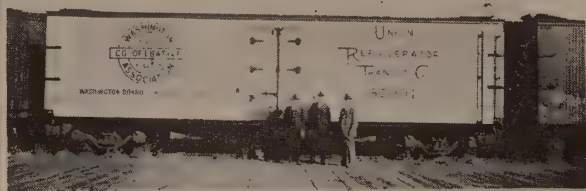
In this way the trucks perform an important service in economical handling of our eggs from the time they leave the farm to District Stations up to the time that they are received at central distributing points.

Any poultryman desiring information concerning routes in his particular district can secure this detailed information on application to the Branch Manager located nearest him.

Eggs shipped to eastern markets are pre-cooled and carefully packed in refrigerator cars, many of which bear the label of the Washington Co-operative Egg and Poultry Association, as shown on the following page, in Photograph No. 6.

The transportation problem is ever changing, due to increases in volume of eggs handled through the Association, but under the present system of distribution, with conveniently located stations and feed depots, the entire district of Western Washington is gradually being fairly thoroughly covered for the convenient and economical hauling of our members' products.

Transportation



1. A one-ton International truck.
2. A larger type International truck.
3. Still another type truck and one of the steamships used in exporting our eggs to the Hawaiian Islands and Alaskan ports.
4. Transcontinental freight train, transporting our eggs to eastern markets.
5. Typical waterfront scene at Seattle.
6. A Chicago-Milwaukee refrigerator car bearing the Association trade-mark.
7. Loading eggs for export at Seattle.

The Sand Blast Machine

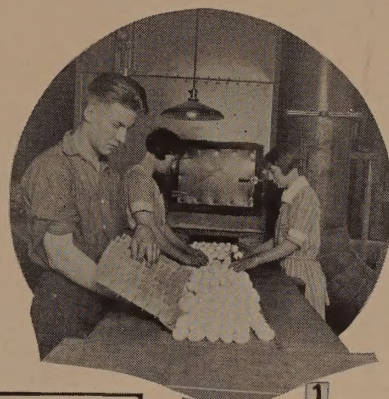
A New Improved Method of Dry-Cleaning Eggs.

THE Sand Blast Machine recently installed by the Washington Co-operative Egg and Poultry Association is considered one of the greatest steps ever taken in the constructive work done on behalf of the poultry industry.

This machine is designed to absolutely clean soiled eggs by the "dry cleaning" method. In other words, without any moisture whatever. The cleaning is done by means of a blast of fine clean sand, blown against the eggs as they revolve on a roller belt through the machine. Moisture of any kind is eliminated and, consequently, the process is in no way detrimental to the quality of the egg. In fact, the cleaning is such that the egg is made a better product, both in appearance and in quality. Formerly eggs have been washed, a process which is very harmful to the constituents of the shell and washes away much of the shell casing, thereby making the contents more susceptible to the elements.

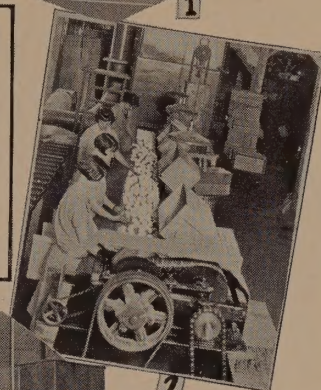
The Sand Blast Machine is capable of handling 300 cases a day, which will make a noticeable difference in the entire Washington pack of pure white eggs. In truth, the under grade egg will be gradually eliminated and replaced by this clean, top-notch product that has in no way come in contact with any disintegrating forces whatever.

The Sand Blast Machine has been reported by experts to be one of the biggest and greatest steps in the advancement of the egg industry yet known. It was invented by Mr. H. E. Kennedy, of Berkeley, California. Mr. Kennedy is also the inventor of the "process" machine bearing his name, now in use at the Washington Co-operative Egg and Poultry Association's plants.

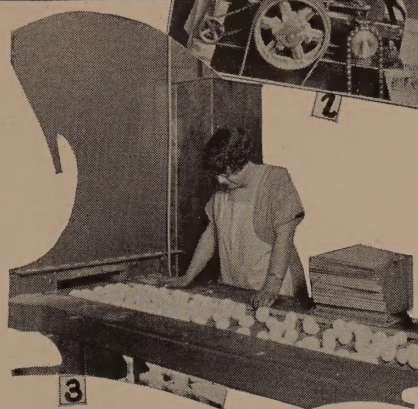


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1. Starting eggs into new Sand Blast machine.



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2. Receiving eggs after they have passed through Sand Blast machine.

3. Inspecting eggs just emerging.

Co-operative Marketing

By H. E. WILLS

THE solution of co-operative selling of eggs and poultry is one of the outstanding forward movements of the day. A more definite understanding of the essentials is sought by a large group of enterprising farmers and students. While the problems of efficient marketing of these products have not been perfected to one hundred per cent, such an advance has been made by this Association that it is recognized throughout the United States as a successful institution.

This has been brought about by furnishing its members service, and obtaining a satisfactory return for their produce. More than 70 per cent of the commercial poultrymen of the Pacific Northwest have endorsed its policies by becoming members, and it is only a question of a short time when all commercial poultrymen will be identified with this growing co-operative association.

National Egg Day



EAT MORE EGGS!

